

## Market Insider

### Floriculture Products' Indicative Price Information / European Markets

These graphics represent the only available information on supply and price in the Dutch flower auctions. Actually, this is currently the only obtainable reliable indicative statistic on the European floriculture market. We provide this information, on a weekly basis (always indicating 6 last weeks).

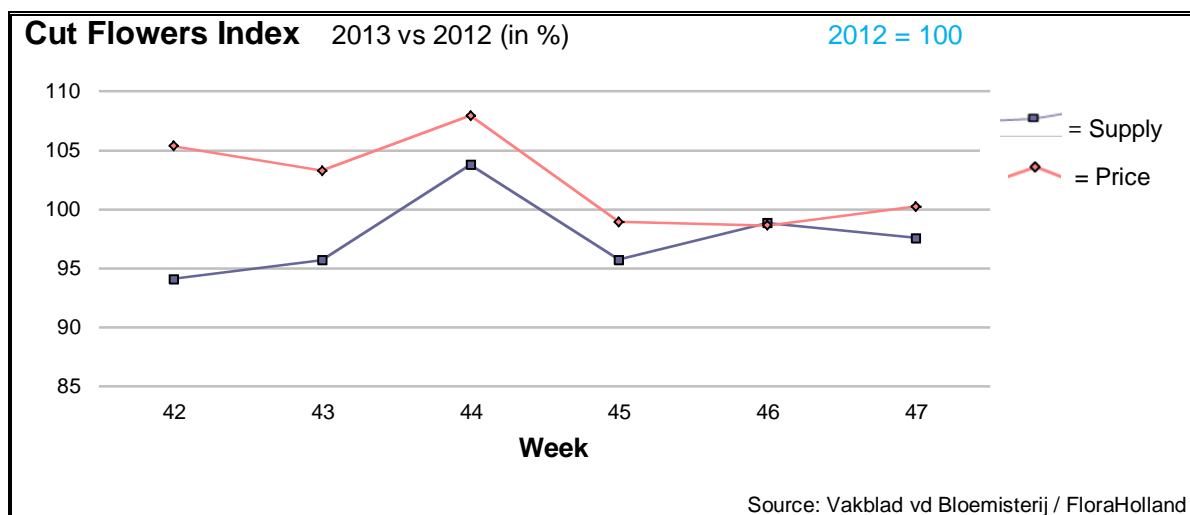
The Market Insider team

Week No. 47

Date: 27/11/2013

#### The FloraHolland flower auctions' weekly supply and price index

(Representing the relative supply and average price, compared to the same weeks of last year)

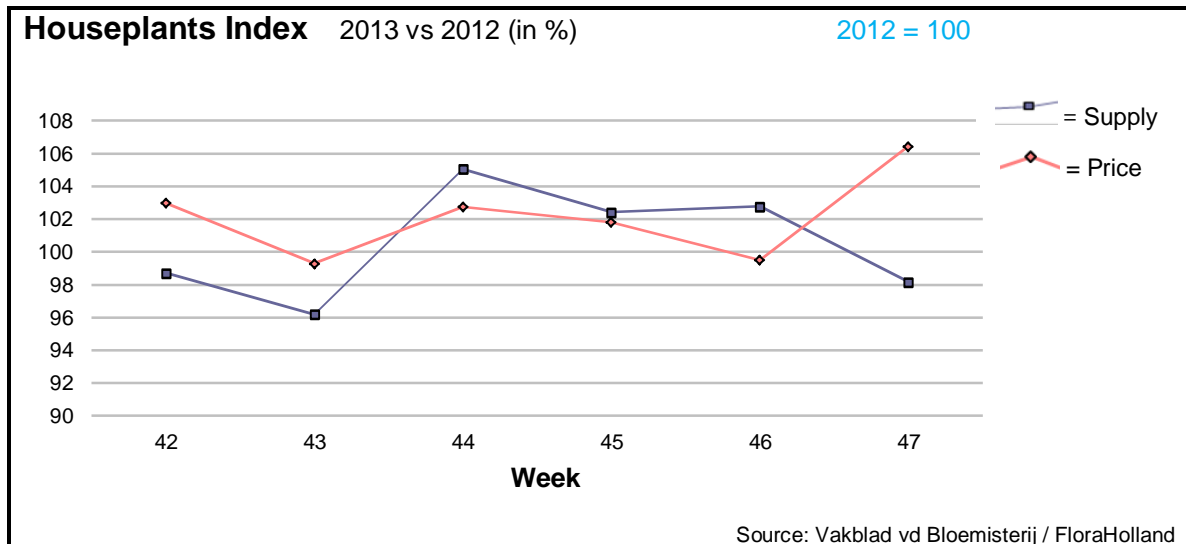


The weekly average cut flowers price was exactly the same as in week 47 last year. Less 2% in the supplied quantities resulted in fewer sales turnover.

The big-bud roses got about the same price, but stayed behind last year with 8.5% less supply. Higher supply of amaryllis and tulips, and higher price of chrysanthemums brought some balance to the total turnover.

Significant higher prices than last year were obtained also for spray carnations and proteas. Much lower prices were registered to agapanthus, anemone, hypericum, pittosporum, small roses, and Solidago.





With some lower supply (-2%) the houseplants' average weekly price rose by 6%, to € 1.60/unit. This resulted in a 5% more in sales turnover.

Phalaenopsis was supplied in higher quantities, and obtained lower price. The ornithogalum stayed among the 'top 5' and got extra 7 cents in the price, for some 11% lower supply. Cyclamen got 7 cents (+6.5%) more in the price for some lower supply (-2%). Kalanchoe quantity was 7.5% lower than last year, while the price rose by 2 cents. Only the ficus was higher in supply (+14%) and higher in price (+93 cents).

**MARKET NEWS SERVICE FOR CUT FLOWERS - ASIAN MARKETS**



International  
Trade  
Centre

**Abbreviations used in the report**

AUS = Australia	MUS = Mauritius
CHI = China	MAL = Malaysia
COL = Colombia	NLD = Netherlands
ECU = Ecuador	NZL = New Zealand
ESP = Spain	PHI = Philippines
FRA = France	REU = Reunion
HAI = Hawaii	SGP = Singapore
IND = India	TAI = Taiwan
ISR = Israel	THA = Thailand
ITA = Italy	USA = United States
KEN = Kenya	ZAF = South Africa
KOR = Republic of Korea	ZWE = Zimbabwe
SLA = Sri Lanka	VIE = Vietnam

**Price Information: Floriculture Products - Japanese Markets (4 Auctions)**

**Issue No. W47 Date: 27/11/2013**

The statistic data below is provided in kindness of the following flower auctions in Japan:

Flower Auction Japan & OTA Floriculture Auction, of Tokyo, and  
Tsurumi Kaki Co. Ltd. & Naniwa Flower Auction Co. Ltd. of Osaka

The data below is selected from the total sales results of all the above flower auctions together, during

**week number : 47 in : 2013**

**Index:**

<b>Quantity</b>	Number of stems auctioned in the four reporting auctions together
<b>Lowest</b>	Lowest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Highest</b>	Highest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average</b>	Average stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average US\$</b>	Average stem price, converted to US Dollar, as per the relevant exchange rate given below.
<b>Main Origin</b>	Main countries of origin; See abbreviations in the table at the head of this report.

**Exchange Rate** 1 US\$ = 100.34 Yen

<b>Product Name &amp; Source</b> D = Domestic I = Imported	<b>Quantity</b>	<b>Price in Japanese Yen</b>			<b>Average</b>	<b>Main Origin</b>
		<b>Lowest</b>	<b>Highest</b>	<b>Average</b>	<b>US\$</b>	
<b>Total Cut Flowers Sold</b>	<b>16,076,156</b>					
Alstroemeria -- D	187,406	20	2,051	105	1.05	
Alstroemeria -- I	55,004	18	115	51	0.51	COL ISR NLD
Ammi majus -- D	57,360	2	175	26	0.26	
Ammi majus -- I	0					
Anigozanthos -- D	580		70	24	0.24	
Anigozanthos -- I	23,050	20	80	49	0.49	AUS NLD ZWE
Anthurium Pink -- D	38		100	92	0.91	
Anthurium Pink -- I	12,092	10	165	60	0.60	THA
Anthurium Red -- D	95		220	147	1.47	
Anthurium Red -- I	15,879	10	180	67	0.67	AUS THA USA ZAF
Anthurium White -- D	336		180	51	0.51	
Anthurium White -- I	7,277	15	150	58	0.58	THA
Banksia -- D	0					
Banksia -- I	480		220	169	1.68	AUS NZL
Bupleurum -- D	4,865		120	85	0.85	
Bupleurum -- I	0					
Calla -- D	32,820	20	380	118	1.18	
Calla -- I	26,698	20	380	110	1.09	NLD NZL
Carnations Spray -- D	381,374	11	160	48	0.48	
Carnations Spray -- I	467,566	5	170	40	0.40	COL
Carnations Standard -- D	475,464	10	160	48	0.47	
Carnations Standard -- I	695,416	10	175	47	0.47	COL
Chrysanthemum Spray -- D	767,726	5	125	51	0.51	
Chrysanthemum Spray -- I	452,198	1	80	44	0.44	KOR
Delphinium -- D	121,470	10	450	114	1.13	
Delphinium -- I	0					
Dracaena -- D	38,384	10	250	43	0.43	
Dracaena -- I	171,779	3	180	27	0.27	SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Euphorbia Marginata -- D	4,700		200	98	0.98	
Euphorbia Marginata -- I	0					
Eustoma -- D	425,286	10	1,000	153	1.52	
Eustoma -- I	14,680	21	230	110	1.10	AUS
Freesia -- D	89,994	10	80	45	0.45	
Freesia -- I	11,800	20	58	32	0.31	NLD
Gentiana -- D	18,630	17	100	53	0.53	
Gentiana -- I	0					
Gerbera -- D	361,029	15	909	47	0.46	
Gerbera -- I	500	65	90	71	0.71	
Gladiolus -- D	58,110	17	150	83	0.83	
Gladiolus -- I	0					
Gypsophila -- D	358,840	4	250	52	0.52	
Gypsophila -- I	9,580		60	41	0.41	ISR
Heliconia Pendula -- D	1,225	21	100	42	0.42	
Heliconia Pendula -- I	235	30	500	208	2.07	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	7,090	46	126	74	0.74	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	4,508	70	180	116	1.16	AUS NZL ZAF
Lily Casablanca -- D	26,810	80	900	409	4.08	
Lily Casablanca -- I	3,095	50	180	108	1.08	KOR NLD NZL
Lily Longiflorum -- D	45,890	22	200	117	1.16	
Lily Longiflorum -- I	6,510	10	120	73	0.73	KOR NLD
Limonium Sinuatum -- D	450,754	10	100	36	0.35	
Limonium Sinuatum -- I	43		70	33	0.33	AUS NZL
Nerine -- D	4,155	20	120	66	0.66	
Nerine -- I	4,450	55	140	81	0.80	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	116,410	15	65	30	0.30	SGP THA
Orchid Cymbidium -- D	18,467	100	1,020	423	4.22	
Orchid Cymbidium -- I	5,460	150	1,000	655	6.53	NLD NZL
Orchid Oncidium -- D	11,931	15	450	116	1.16	
Orchid Oncidium -- I	121,740	2	220	98	0.98	SGP TAI THA
Orchid Phalaenopsis -- D	12,830	100	3,000	721	7.19	
Orchid Phalaenopsis -- I	5,654	133	1,080	674	6.71	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	74,130	12	55	27	0.27	THA
Ornithogalum -- D	450	60	120	98	0.98	
Ornithogalum -- I	45,770	10	125	25	0.25	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,370	45	900	219	2.18	AUS ZAF
Protea others -- D	0					
Protea others -- I	390	70	950	466	4.64	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	20	160	160	160	1.59	AUS
<b>Rose Total -- D</b>	<b>1,095,010</b>	<b>3</b>	<b>2,360</b>	<b>99</b>	<b>0.99</b>	
<b>Rose Total -- I</b>	<b>469,004</b>	<b>3</b>	<b>420</b>	<b>64</b>	<b>0.64</b>	
Rose Avalanche -- D	76,829	20	200	104	1.04	
Rose Avalanche -- I	24,188	7	135	41	0.41	NLD
Rose Delilah -- D	5,020	15	140	64	0.63	
Rose Delilah -- I	0					
Rose Dukaat -- D	6,915	25	130	74	0.74	
Rose Dukaat -- I	0					
Rose Esther -- D	4,570	20	120	58	0.57	
Rose Esther -- I	200	30	30	30	0.30	
Rose Fantasy -- D	1,260	40	150	95	0.94	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	4,020	7	50	20	0.20	IND
Rose Gold Strike -- D	1,190	30	120	62	0.62	
Rose Gold Strike -- I	20,855	10	90	28	0.28	IND
Rose Grand Gala -- D	150	75	100	80	0.80	
Rose Grand Gala -- I	5,400	13	60	29	0.29	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Milva -- D	3,950		170	106	1.05	
Rose Milva -- I	480		100	87	0.87	IND
Rose Noblesse -- D	9,440	15	110	52	0.51	
Rose Noblesse -- I	6,820	10	50	30	0.30	IND
Rose Pareo -- D	9,650	30	140	80	0.80	
Rose Pareo -- I	0					
Rose Red Roses D --	29,895	15	180	77	0.77	
Rose Red Roses I --	0					
Rose Saphir -- D	7,310	30	140	79	0.79	
Rose Saphir -- I	700		30	24	0.24	IND
Rose Skyline -- D	440	40	110	80	0.80	
Rose Skyline -- I	0					
Rose The Teresa -- D	15,370	30	180	81	0.80	
Rose The Teresa -- I	0					
Rose Tineke -- D	29,390	15	180	84	0.84	
Rose Tineke -- I	900	3	30	26	0.26	IND
Rose Spr Lovely Lydia -- D	8,535	40	190	124	1.23	
Rose Spr Lovely Lydia -- I	2,530	40	120	79	0.79	KOR
Rose Spr Macarena -- D	5,740	30	160	92	0.92	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6,633	12	150	41	0.41	
Rose Spr Mixed -- I	130		60	32	0.32	KOR
Sandersonia -- D	6,920	50	180	130	1.30	
Sandersonia -- I	360		130	94	0.94	NZL
Trachelium -- D	0					
Trachelium -- I	1,280		125	67	0.66	ISR NLD
Tulip -- D	45,350	27	180	75	0.75	
Tulip -- I	2,500		45	41	0.41	NLD
Waxflowers -- D	500			17	0.17	
Waxflowers -- I	6,845	32	82	63	0.63	AUS
Green Foliage						
Beargrass -- D	0					
Beargrass -- I	590	150	330	260	2.59	USA
Leatherleaves -- D	74,340	3	55	28	0.28	
Leatherleaves -- I	256,650	2	35	15	0.15	USA
Ruscus Israel -- D	6,485		45	21	0.21	
Ruscus Israel -- I	10,685		70	22	0.21	ISR
Ruscus Italian -- D	810		90	60	0.60	
Ruscus Italian -- I	13,710	10	75	33	0.33	ITA
Salal -- D	20			40	0.40	
Salal -- I	5,810	35	500	140	1.39	USA